



# How to Plan a Capital Campaign in 3 Simple Steps

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CapitalCampaignToolkit.com

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## Where are you in your campaign?

- A. Just thinking about it
- B. Feasibility study stage
- C. Soliciting leadership level gifts
- D. Public phase



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## Agenda

- 1. Campaign Basics/Planning
- 2. Testing the Case and Goal
- 3. Raising the Biggest Gifts



Capital Campaign Toolkit  
Everything You Need to Raise Your Campaign

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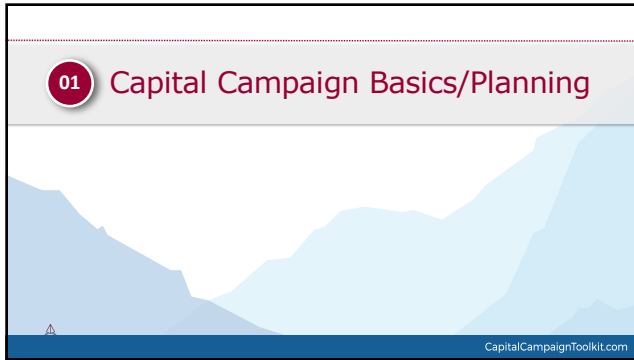
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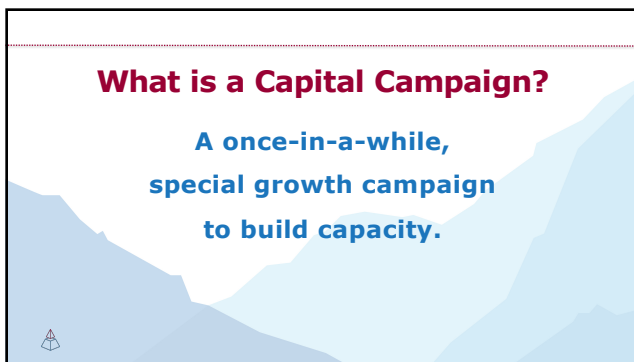
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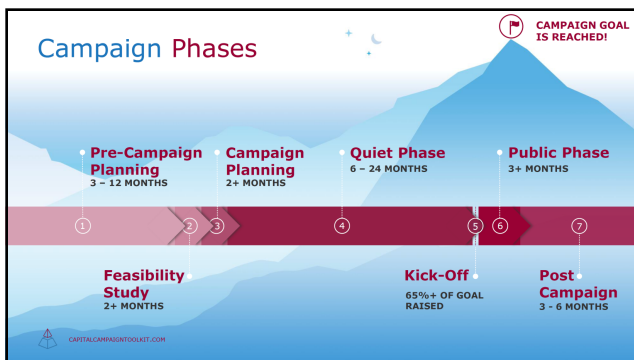
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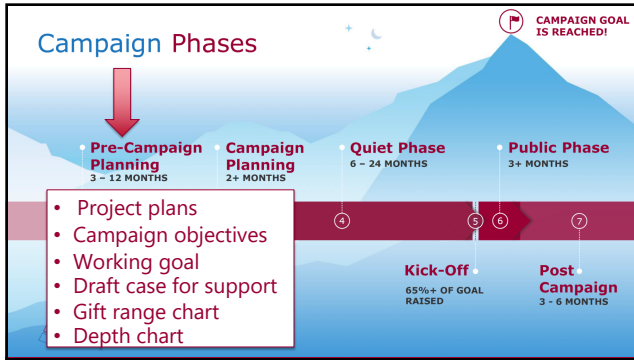
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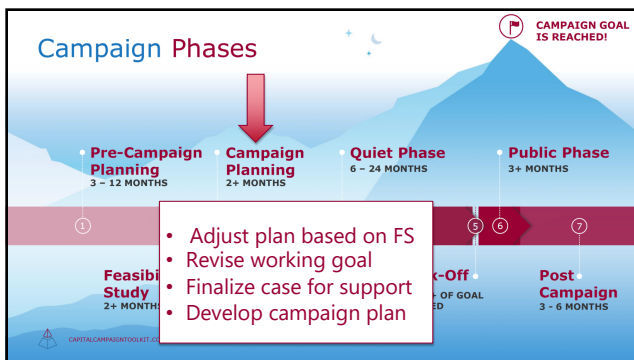
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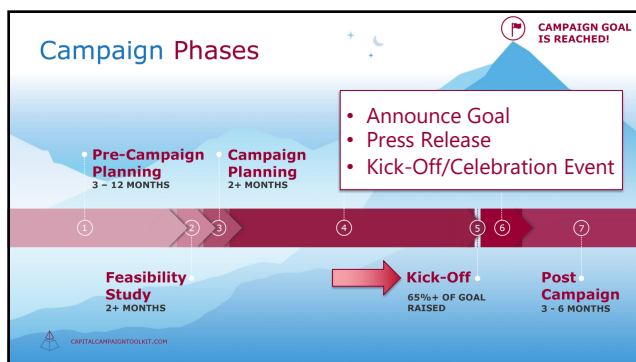
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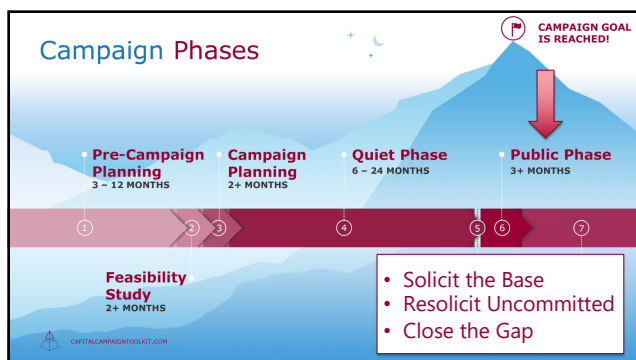
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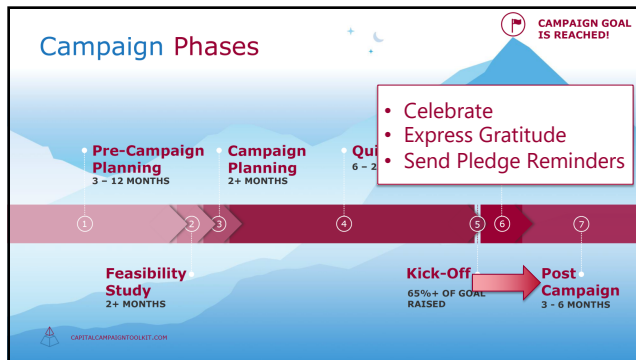
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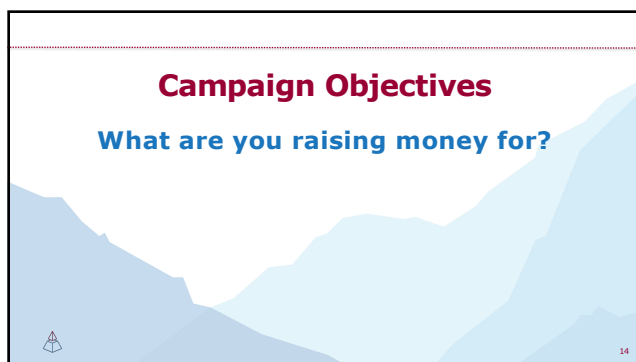
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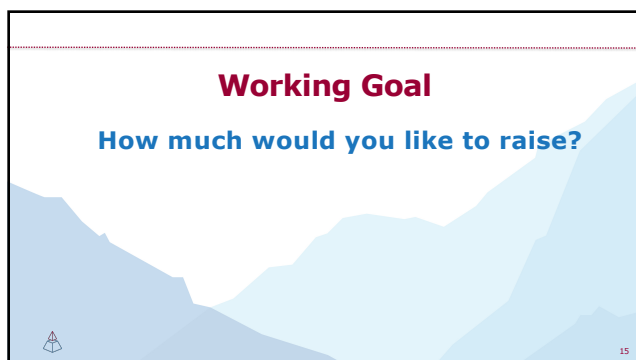
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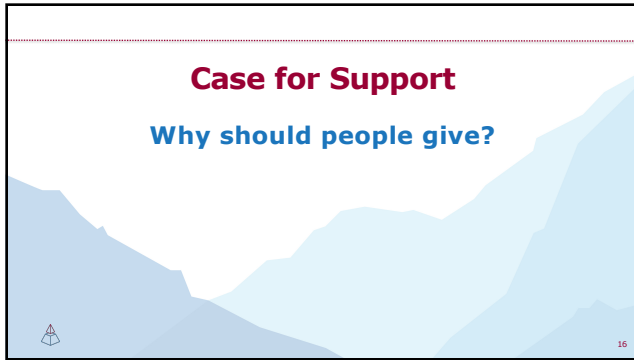
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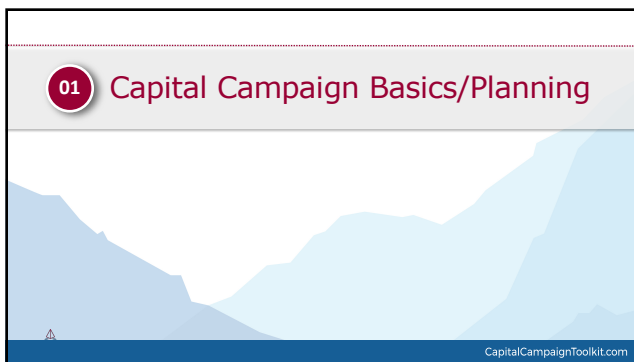
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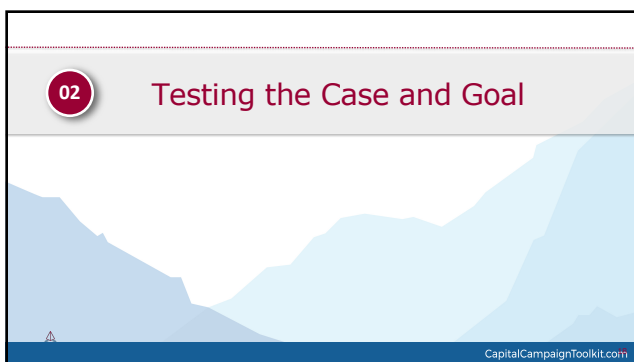
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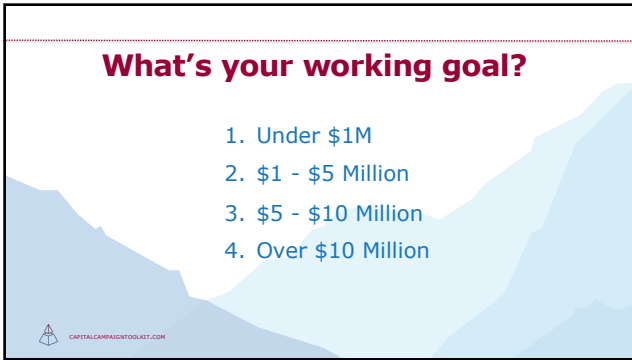
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### What's your working goal?

1. Under \$1M
2. \$1 - \$5 Million
3. \$5 - \$10 Million
4. Over \$10 Million



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### Where Will the Money Come From?



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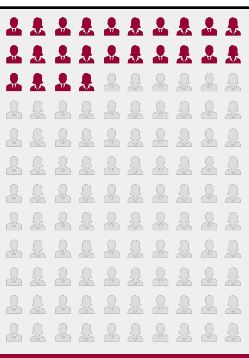
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### Where Will the Money Come From?

More than 50% of the money will come from your top 20 donors.



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Gift Range Chart: Campaign Goal \$1,000,000					
	# of Gifts	Gift Size	In Range	Cumulative	# of Prospects
	1	\$250,000	\$250,000	\$250,000	2
	1	\$100,000	\$100,000	\$350,000	2
Lead	2	\$50,000	\$100,000	\$450,000	4
	6	\$25,000	\$150,000	\$600,000	12
	10	\$10,000	\$100,000	\$700,000	30
	15	\$5,000	\$75,000	\$775,000	30
	25	\$2,500	\$62,500	\$837,500	75
Major	50	\$1,000	\$50,000	\$887,000	150
	75	\$500	\$37,500	\$924,500	225
	100	\$250	\$25,000	\$949,500	300
	150	\$100	\$15,000	\$964,500	450

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20 gifts					
	# of Gifts	Gift Size	In Range	Cumulative	# of Prospects
	1	\$250,000	\$250,000	\$250,000	2
	1	\$100,000	\$100,000	\$350,000	2
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20 gifts 70% of Goal					
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	1	\$250,000	\$250,000	\$250,000	2
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20 gifts		70% of Goal		50 Prospects	
	1	\$250,000	\$250,000	\$250,000	2
	1	\$100,000	\$100,000	\$100,000	2
Lead	2	\$50,000	\$100,000	\$450,000	4
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**Talk to Your Leadership Level Donors**

**Capital Campaign Formula**

20 gifts

70% of Goal

50 Prospects

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**Who Will Make Those Gifts?**

**Donors who have the**

- Ability to give
- Belief in your mission
- Contact with your organization

- Individuals, foundations and corporations
- People who are already giving to you
- Major donors in your community
- Current and former board members

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## How Can We Test Our Chances of Success?

1. Consultant-Led Feasibility Study
2. DIY Interviews
3. Guided Feasibility Study


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Empowering You to Meet Your Fundraising Campaign Goals

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## Feasibility Studies

### Power

- ✓ Requires a clear plan
- ✓ Engages prospective donors
- ✓ Forces focus on top donors
- ✓ Clarifies strengths/weaknesses
- ✓ Gives the board confidence
- ✓ Provides outside perspective

### Pitfalls

- ✓ Donors don't talk to outsiders
- ✓ No recourse for negative feedback
- ✓ Results aren't transparent
- ✓ Expense can be prohibitive
- ✓ Relationships aren't built


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## Testing the Case and Goal


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Depth Chart				
\$2,500,000	\$1,000,000	\$500,000	\$250,000	\$100,000
1 gift/2 pros	1 gift/2 pros	2 gifts/4 pros	6 gifts/12 pros	10 gifts/30

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Gift Range Chart: Campaign Goal \$1,000,000					
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Depth Chart				
\$2,500,000	\$1,000,000	\$500,000	\$250,000	\$100,000
1 gift/2 pros	1 gift/2 pros	2 gifts/4 pros	6 gifts/12 pros	10 gifts/30
Joe Johns	Sybl Smith	Jen Jacks	A. Jackson	Daryl Chen
Tally Kay	Courtney Xi	Dave Ost	Stu Sams	Maggie W
		Tally Wells	XYZ Fndn	ABC Corp
		Tom Astor	Stu Corp.	FAS Fndn
		Sonia Sack	Trent Eton	Com Fndn
			E. Oliver	Gary McC.
			Linda Hays	Henry Duff
			Tom Oster	Anna Sens

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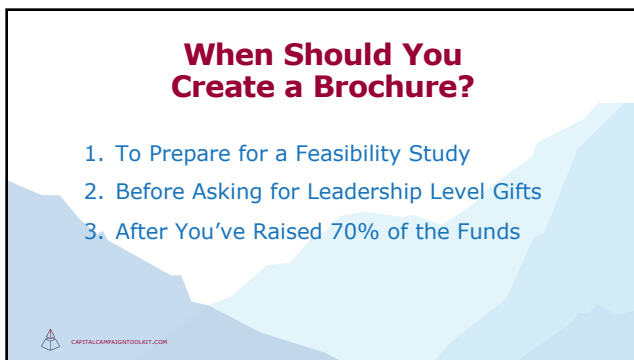
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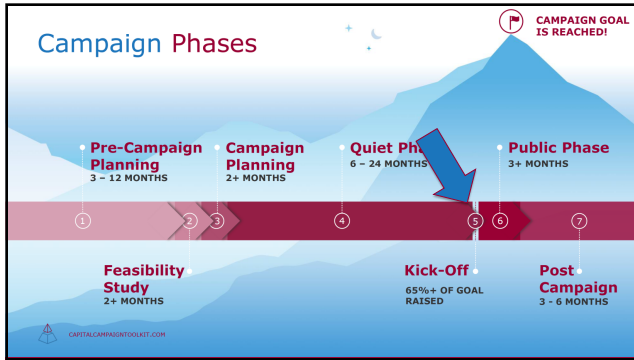
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